

Approved Audits/Applications Committee
1/5/09

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing
2009 Society of Government Meeting Planners Conference

Application Completed by: Jennifer Heintz

Approval Requested

☒ **X** **Final**

☐ **Preliminary**

Need for the Project:

Our goal is to create an image of Great Falls as a meeting and convention destination. We will attend a minimum of two trade shows targeting convention and meeting planners. We will work to book conventions of at least 500 attendees. This would be the first year the Great Falls CVB is attending the SGMP conference. However, after doing research, we feel the Government meeting planner niche is a good target market for Great Falls. We also would like to do a pre show mailing to registered attendees inviting them to stop by our booth.

The Society of Government Meeting Professionals is the only national organization in the United States dedicated exclusively to improving the knowledge and expertise of individuals in the planning and execution of government meetings through education, training, and industry relationships.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

- 6) Attend at least two separate Convention and Event trade shows in FY09.

- 7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500

Portions of Marketing Plan supporting this project:

FY09 Goals #1, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET:

FY 09 Convention and Events Marketing

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses

Registration/Exhibit Fee	\$1600.00		\$1600.00
Lodging	\$500.00		\$500.00
Air Transportation	\$650.00		\$650.00
Ground Transportation	\$30.00		\$30.00
SGMP Membership Dues	\$300.00		\$300.00
Shipping of Materials	\$400.00		\$400.00
Per Diem	\$150.00		\$150.00
Electronic Mailing List	\$395.00		\$395.00
Pre Show Mailer	\$300.00		\$300.00
Miscellaneous	\$25.00		\$25.00
Project Total	\$4350.00		\$4350.00